

## Press Release

### **“It’s on us – to make new energy work”: Responsibility at the core of E.ON’s new brand strategy**

- Further development of the brand to reflect the company’s active, shaping role in the energy transition
- Campaign platform “It’s on us – to make new energy work” emphasizes claim to take responsibility for Europe’s sustainable energy future
- Brand positioning and corporate strategy linked: E.ON is growing and using innovation and digitalization to make the new energy world work

The energy company E.ON has realigned its brand in line with its corporate strategy and is thus consistently pursuing the path of change. By moving away from the energy generation business and focusing on electricity distribution grids and sustainable customer solutions, E.ON has repositioned itself as a company in recent years and is now realigning its brand accordingly. The core of the future positioning is the claim to be the playmaker of the new energy world in Germany and Europe and to take responsibility for ensuring that the new, more complex energy world works for customers and society. E.ON is therefore driving innovation and digitalization – for example in the expansion of distribution grids and public infrastructure and the use of new solutions and technologies.

Lars Rosumek, Senior Vice President Group Communications & Political Affairs: “The fight against climate change is one of the most urgent global challenges of our time and affects society as a whole. E.ON operates 1.6 million kilometers of energy networks in Europe and supplies around 48 million customers with energy. This gives us a special responsibility. We want to be the driver of the energy transition in Europe and set standards for our industry. This is also reflected in our new brand positioning.”

Julian Lennertz, member of the E.ON UK Board of Management and responsible for global brand communications: “Our new brand strategy is a bold move and positions us as a playmaker in the energy transition. The realignment of the E.ON brand aims to do just that: The long-term campaign platform “It’s on us – to make new energy work” reflects our ambition and responsibility to create real change in the energy world. We have big ideas and are putting them into practice.”

Through “It’s on us”, E.ON wants to make its brand tangible for its customers and employees at numerous points of contact. The campaign is also intended to motivate employees even more to work towards the common goal every day.

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The E.ON brand stands for more than just energy: especially in uncertain times, it should convey trust, confidence, and optimism to customers – and all people in Europe – when it comes to energy. The brand should show what can be achieved together to realize progress for Europe, specifically when it comes to the energy transition – a task that must be taken on by society as a whole.

This is also reflected in E.ON's new purpose, which is derived from the new corporate strategy: "Making New Energy Work". "New Energy" means much more than just green energy: it is the transformation to a functioning, holistic energy system. E.ON is thinking beyond conventional energy approaches to meet today's challenges.

The new positioning will be rolled out gradually over the next 18 months and made tangible through a wide-reaching campaign across all channels and at an increasing number of touch points. The goal is to make the relaunch as sustainable and cost-effective as possible.

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